

VNITON VO

3221 S. Evans St. (252) 355-8542 Greenville, NC 27834 252-355-8500

And:

Strategic Media Placement

Delaware, OH 43015 7669 Stagers Loop wn Creenville, NC 27834 3221 South Evans Street WNCT

CONTRACT

Product Contract / Revision 874530 ÇΊ 25183157 Alt Order #

POL/Pat McCrory for Governor 10/17/16 - 10/23/16 MCCROY 2016 GOV Advertiser Contract Dates WNCT 4507 Special Handling EOM/EOC Estimate # Property Billing Cycle Katz Washington Broadcast Billing Calendar Account Executive Original Date / Revision 06/07/16 / 10/11/16 Katz/Washingto Cash Cash/Trade ales Office

Agy Code IN9370/IN11002/IN141 Adults 35+ Demographic Agency Ref Advertiser Code Advertiser Ret Product 1/2

	1	m	ا ـــا	ا ہا	IT	<u>*</u>
Veek	ហ	4 Veek	3 Veek	2 Veek	1 Neek	ine
: Sta	≨l	WNC Sta	WNC Sta	WNC Sta :: 10/	Sta Sta	오
пt Da 17/16	;; 10,	4 WNCT 10/1 Start Date Week: 10/17/16	:T 10, <u>Irt Da</u> 17/16	2 WNCT 10/2; Start Date Week: 10/17/16	77 10 11 Da 17/16	Sta
ं वि	17/16	17/16 te !	/23/16 te	/23/16 te !	123/18 te !	Ħ D
Start Date	<u></u>	l6 10/21 <u>End Date</u> 10/23/16	3 WNCT 10/23/16 10/23, <u>Start Date</u> End Date Week: 10/17/16 10/23/16	3/16 10/23 End Date 10/23/16	1 WNCI 10/23/16 10/23/ Start Date End Date Week: 10/17/16 10/23/16	ate E
)ate /16	5 WNCT 10/17/16 10/21/16 Local News @ 530p	E 4 WNCT 10/17/16 10/21/16 Local News @ 12p Start Date End Date Weekdays Spots Week: 10/17/16 10/23/16 MTWTF	3 WNCT 10/23/16 10/23/16 Face the Nation <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>St</u> Veek: 10/17/16 10/23/16S	2 WNCT 10/23/16 10/23/16 CBS Sunday Morning Start Date	E 1 WNC1 10/23/16 10/23/16 Local News Su 7-8a Start Date End Date Weekdays Spots/ Week: 10/17/16 10/23/16S 1	*Line Ch Start Date End Date Description
Weekday	<u>ි</u>	MLM MJ/W	16 ∣ 	We	6 	ate
Weekdays MTWTF	loca	Local Weekda	Face the Weekdays	CBS S Weekday	Weekdays	Desc
\\S	New:	Vs Vew	the N	Sund Sund	News	riptic
ပ္ည	8 (9)	နှ (၈)	lation <u>S</u>	ay Mo	s Su St	ň
Spots/Week	8	@ 12p <u>Spots/Week</u> 5	tion Spots/Week 1	/ Morning <u>Spots/Week</u> 1	Su 7-8a Spots/Week 1	
Veek		Veek	Veek	y eek	Veek	
;	ر ن	12	-1	92	7	⊒ છ
\$7.F.	530p-6p	12p-1230p <u>Rate</u> \$75.00	30A- E \$5	9a-1030a <u>Ra</u> \$90.0	7-8a <u>F</u>	Start/End Time
<u>Rate</u> \$70.00		1230p <u>Rate</u> \$75.00	1030A-1130A <u>Rate</u> \$50.00	030a <u>Rate</u> \$90.00	<u>Rate</u> \$15.00	nd
						Da
						Days
						Spots Length Week
į	မှ မ	:30	:30	:30	:30	ngth T
						Spots/ Week
						× 80
						Rate
						iti □
	Z S	Z	Z	M	Z S	Rtn TypeSpots
						pots
•	Ωı	(Ji	_	_	_	
•	(4)	(∕ 1			. ·	Aπ
0	\$350.00	\$375.00	\$50.00	\$90.00	\$15.00	Amount
Ċ	0	Ō	Ō	Ō	Ō	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

that it is not buying broadcasting air time on LIN Television Corporation stations for a discriminatory purpose, including but not lilited to decisions not to place advertising on particular stations on the basis of race LIN Television Corporation does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies or ethnicity.



WNC Icom Greenville, NC 27834 (252) 355-8542 3221 South Evans Street WNCT

	Contract / Revision	Alt Order#
	874530 / 5	25183157
Contract Dates	Product	Estimate #
10/17/16 - 10/23/16	MCCROY 2016 GOV	4507
Advertiser	Orig	Original Date / Revision
POL/Pat McCrory for Gov		06/07/16 / 10/11/16

\$260.00	4	MN	:30	4p-5p	ohil	16 WNCT 10/17/16 10/21/16 Dr Phil
\$600.00	4	NM	:30	1230p-130p <u>Rate</u> \$150.00	₹ lays Spots/Week 4	15 WNCT 10/17/16 10/21/16 Y&R Start Date End Date Weekdays Week: 10/17/16 10/23/16 MTWTF
\$400.00	-	NM	:30	7p-8p <u>Rate</u> \$400.00	60 Minutes eekdays Spots/Week	14 WNCT 10/23/16 10/23/16 60 Minu Start Date End Date Weekdays Week: 10/17/16 10/23/16S
\$150.00	-	NM	:30	10p-11p <u>Rate</u> \$150.00	48 Hours leekdays Spots/Week	13 WNCT 10/22/16 10/22/16 48 Hours Start Date End Date Weekdays Week: 10/17/16 10/23/16S-
\$500.00	_	NM	:30	10p-11p <u>Rate</u> \$500.00	Blue Bloods <u>sekdays</u> <u>Spots/Week</u> F 1	12 WNCT 10/21/16 10/21/16 Blue Blo Start Date End Date Weekdays Week: 10/17/16 10/23/16F
\$500.00	_	NM	:30	9p-10p <u>Rate</u> \$500.00	iays Spots/Week	11 WNCT 10/18/16 10/18/16 Bull Start Date End Date Weekdays Week: 10/17/16 10/23/16 -T
\$500.00	_	NM	:30	430p-730p <u>Rate</u> \$500.00	NFL Late Game eekdays Spots/Week	10 WNCT 10/23/16 10/23/16 NFL Late Start Date End Date Weekdays Week: 10/17/16 10/23/16S
\$400.00	_	NM	:30	1p-430p <u>Rate</u> \$400.00	NFL Early Game leekdays Spots/Week	9 WNCT 10/23/16 10/23/16 NFL Earl Start Date End Date Weekdays Week: 10/17/16 10/23/16S
\$1,125.00	(Ji	NM	:30	730p-8p <u>Rate</u> \$225.00	nily Feud days <u>Spots/Week</u>	8 WNCT 10/17/16 10/21/16 Family Feud <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/17/16 10/23/16 MTW-F
\$500.00	4	NM	:30	7p-730p <u>Rate</u> \$125.00	Entertainment Tonight eekdays Spots/Week W-F 4	7 WNCT 10/17/16 10/21/16 Entertair Start Date End Date Weekdays Week: 10/17/16 10/23/16 MTW-F
\$700.00	(Ji	NM	:30	6p-630p <u>Rate</u> \$140.00	Local News @ 6p Veekdays Spots/Week TWTF 5	3 ≤ 3 ≤
				Rate	days Spots/Week	Start Date End Date Weekdays
Amount	spots	Rate Rtn Type Spots	Spots/ Days Length Week	Start/End Time D;	scription	*Line Ch Start Date End Date Description

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LIN Television Corporation does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on LIN Television Corporation stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

3221 S. Evans St. Greenville, NC 27834 252-355-8500 WNCT Side E VOILE ON NEGATIVO

WNCTacom Greenville, NC 27834 (252) 355-8542 3221 South Evans Street WNCT

POL/Pat McCrory for Gov 10/17/16 - 10/23/16 Contract Dates Advertiser MCCROY 2016 GOV Contract / Revision 874530 (J) Original Date / Revision 06/07/16 / 10/11/16 4507 Estimate # 25183157 Alt Order#

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week F	Rate Rtn TypeSpots	pots	Amount	
Vveek:10/17/16End Date 10/23/16Weekdays MTWTFSpots/Week	<u>Rate</u> \$65.00					ĺ
17 WNCT 10/17/16 10/17/16 Bold & Beautiful Start Date	130p-2p <u>Rate</u> \$125.00	:30	NM	_	\$125.00	
18 WNCT 10/17/16 10/23/16 Thursday Night Football Start Date End Date Weekdays Spots/Week Week: 10/17/16 10/23/16T 1	825p-1115p <u>Rate</u> \$475.00	:30	NM	_	\$475.00	
		Totals 0.00		43	43 \$7,115.00	
Time Period # of Spots Gross Amount Agency Comm.	jency Comm.	Net Amount				

Signature:	
Date:	
e:	

09/26/16

-10/23/16

Totals

43 43

\$7,115.00 \$7,115.00

(\$1,067.25) (\$1,067.25)

\$6,047.75 \$6,047.75

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, adventiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by adventiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



AZ TELEVISION GROUP

125 West 55th St New York, NY 10019

Agency: STRATEGIC MEDIA PLACEMENT CPE: //4507 DELAWARE, OH 43015 Agency Order #: 7669 STAGERS LOOP

Contract # 25183157

Product: MCCROY 2016 GOV

Advertiser: McCrory NC Gov

Flight: 10/17/16 - 10/23/16

Changes as of: 10/10/2016 at 8:10 AM

Primary Demo: Adults 35+
Con Type: POLITICAL/VOTE

Buyer: BRANT FINK

Total \$: \$7,115.00

Assistant: JACOB ROTH 212-373-8175

Market: Greenville/New Bern/Wash Version: Highlighting Revision 4
Station: WNCT

Office: WASHINGTON

Total Spots: 43

Total CPP: \$0.00

Separation: Total GRP: Traffic #: 874530

Comments: Revised Order
See lines 4 and 6 for funds added to clear
See line 1 for rate revised down.
TTADD: \$120
TTREV: \$7,115
PLS CFM
T/R JACOB Salesperson: JACOB ROTH 212-373-8175

0.0	\$0.00	43 \$7.115.00 \$0.00	43	TOTALS: 43	OTAL	-			
								7 to 140	Changes: Rate from 130 to 140
0.0	\$0.00	\$700.00 \$0.00	5	30 5	<u>0</u>	\$140.00 0.0 30 5	\$14	6P NEWS	M-F 6 6p-6:30p
								to 75	Changes: Rate from 60 to 75
	\$0.00	\$375.00 \$0.00	S	30 5	l	\$75.00 0.0	\$7	NOON NEWS	M-F 4 12n-12:30p
								to 15	Changes: Rate from 20 to 15
0.0	\$15.00 \$0.00	\$15.00		30 1	о «	\$15.00 0.0	\$1	WEEKEND NEWS	1 7a-8a
	CPP GRP	\$	Spots			Rate Rating		DP Program	# Day/Time
•		Total	Total	10/17 - 10/17	-				



125 West 55th St New York, NY 10019

AZ ELEKSON GROUP

Contract # 25183157 Agency: STRATEGIC MEDIA PLACEMENT CPE: //4507 7669 STAGERS LOOP

DELAWARE, OH 43015 Agency Order #: Product: MCCROY 2016 GOV

Buyer: BRANT FINK Salesperson: JACOB ROTH 212-373-8175

Advertiser: McCrory NC Gov

Changes as of: 10/10/2016 at 8:10 AM Flight: 10/17/16 - 10/23/16

Station: WNCT Market: Greenville/New Bern/Wash

Primary Demo: Adults 35+
Con Type: POLITICAL/VOTE **Assistant:** JACOB ROTH 212-373-8175

Version: Highlighting Revision 4

Office: WASHINGTON

Total Spots: 43 Total \$: \$7,115.00

Total GRP: Total CPP: \$0.00 Traffic #: 874530

Separation:

Special Instructions Order Level Comments

Date/Time	Added by	Comment Revised Order Con lines A fact 6 for fined added to also.
		See line 1 for rate revised down. See line 1 for rate revised down. TTADD: \$120 TTREV: \$7,115 PLS CFM
10/10/16 8: TO AM	JACUB ROTH	IX JACOB
		Line 6 5x 6p News \$130 Line 4 5x 12p News \$60 Line 1 Sun 7-8a News \$20
		Rate
		4x 6p News \$140 4x 12p News \$75 1x 530a News \$75 1x 530a News \$15
10/05/16 1:45 PM	Jennifer Layman	1x m-f 6-7a News \$75
		Revised Order See line 18 for 1x added from past flight #25183157 TTADD: \$475
09/22/16 9:00 AM	JACOB ROTH	TRU: \$4.73 TREV: \$6,995 PLS CFM T/R JACOB
08/26/16 11:42 AM	Jennifer Layman	preempted for separation conflict Line 7 1x 10/17 7p Entertainment Tonight \$125–mg 1x 130-2p Bold & Beautiful \$125
08/26/16 10:33 AM	Jennifer Layman	Line 11 1x 10/19 Wed 8p Survivor \$500-mg 1x 10/18 Tue 9p Bull \$500 Line 12 1x 10/20 thu 8p Big Bang/Life \$500-mg 1x 10/21 Fri 10p Blue Bloods \$500
07/18/16 2:52 PM	Jennifer Layman	Line 3- face the nation runs 1030a-1130a

WITN: 28%	WFXI: 6%	WCTI: 34%	Comment:	WNCT Share: 32%	Market Budget: \$22,234	
28%	6%	34%		32%	\$22,234	Competitive Information

0.0	N/A	\$7,115.00	43	100%	Total
0.0	N/A	\$7,115.00	43	100%	
GRP	CPP	Dollars	Spots	% Distrib	Day/Time
		ummary	Daypart Summar		

\$7,115.00	43	Total
\$7,115.00	43	2016-Oct
Dollars	Spots	Month
nary	Monthly Summary	



Changes as of: 10/10/2016 at 8:10 AM Version: Highlighting Revision 4 Station: WNCT

Market: Greenville/New Bern/Wash Office: WASHINGTON

125 West 55th St New York, NY 10019 AZ TELEVISION GROUP Contract # 25183157 Agency: STRATEGIC MEDIA PLACEMENT CPE: //4507 DELAWARE, OH 43015 Agency Order #: 7669 STAGERS LOOP Transaction History Salesperson: JACOB ROTH 212-373-8175 Advertiser: McCrory NC Gov Product: MCCROY 2016 GOV Buyer: BRANT FINK Flight: 10/17/16 - 10/23/16 Primary Demo: Adults 35+ Assistant: JACOB ROTH 212-373-8175 Con Type: POLITICAL/VOTE Total Spots: Separation: Total GRP: Total CPP: \$0.00 Traffic #: 874530 Total \$: \$7,115.00 43

Trans	Created/Received Created by	Status	Spot+	Spot-	9)	
					Silve	Contract \$	Comment
							Changes: Calculated Dollars from \$6,995.00 to \$7,115.00, Competitive Market Budget from \$21,859 to \$22,234, Total \$ from \$6,995.00 to \$7,115.00, User Entered \$ from \$6,995.00 to \$7,115.00, Comments from Revised Order See line 18 for 1x added from past flight #25183157 TTADD: \$475 TTADD: \$475 TTRED: \$6,995
							T/R JACOB to Revised Order T/R JACOB to Revised Order See lines 4 and 6 for funds added to clear See line 1 for rate revised down. TTADD: \$120 TTADE: \$7,115
Revision	10/10/16 8:10 AM JACOB ROTH	Revised			\$120.00	\$7,115.00	T/R JACOB, 3 buylines added or modified.
Makegood 4	10/5/16 1:45 PM Jennifer Layman	Sent_To_Rep			\$0	\$6,995.00	Changes: Total GIMPs to 0.
							Changes: Default Spot Length to 30, Total Spots from 42 to 43, Calculated Dollars from \$6,520.00 to \$6,995.00, Competitive Market Budget from \$20,375 to \$21,859, Total \$ from \$6,520.00 to \$6,995.00, User Entered \$ from \$6,520.00 to \$6,995.00, Comments from revised order.
							In 11 and 12, changed day, tp, and prgm name.ncir"s
<u></u>							In 7, 1x na on 10/17, mg 1x In 17.ncir to Revised Order See line 18 for 1x added from past flight #25183157 TTADD: \$475
Revision	9/22/16 9:00 AM JACOB ROTH	Confirmed	_		\$475.00	\$6,995.00	PLS CFM T/R JACOB. 1 buyline added or modified.
							In 11 and 12, changed day, tp, and prgm name.ncir's
Revision	8/29/16 9:36 AM CAROLYN ALLAIRE	RE Confirmed			\$0	\$6,520.00	In 7, 1x na on 10/17, mg 1x ln 17.ncir. 4 buylines added or modified.
Makegood 3	8/26/16 11:42 AM Jennifer Layman	Confirmed			\$0	\$6,520.00	\$6,520.00
Makegood 2	8/26/16 10:33 AM Jennifer Layman	Confirmed			\$0	\$6,520.00	
Revision	7/18/16 3:07 PM JACOB ROTH	Confirmed			\$0	\$6,520.00	\$6,520.00 Changes: 1 buyline added or modified.
Makegood 1	7/18/16 2:52 PM Jennifer Layman	Confirmed			\$0	\$6,520.00	\$6,520.00 Changes: Total GRPs from 0.00 to 0.
Queued for Electronic	M C C S 3 A L S A C A S A S A S A S A S A S A S A S A				e 5	÷	
New	5/27/16 11:46 AM CAROLYN ALLAIRE	₹E Confirmed	42		\$6,520.00	\$6,520.00	

Non-Discrimination Policy

PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS'
ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER,
KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR
ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.